



About Me.... F & B enthusiast who believes that while culinary trends

Come and go, good food and excellent service do not. A professional who believes in creating a wow experience for the guests and understands that this vision can only be delivered through a team that is content, knowledgeable and has been motivated to lead from the front. Visit Leisure Market to secure Group Meal and Room Accommodation business. Entertain Tour Operators, Corporate HR, freelancer and arrange Property visit to keep awareness and presence in the market. Improve and achieve group meal target up to 50% growth comparing to previous year.

AZHAR ALLAUDDIN Assistant F&B -Sales & Operation

More than 19 years of Food and Beverage Experience

Key Personal Skills

- Pre-opening experience
- Planning and implementing F&B and C&E related promotions and packages
- Developing training manuals and SOPs in addition to system configuration (Opera & Micros)
- Well versed with formulating & implementing policies & procedures
- Menu costing, designing & menu engineering
- IT Skills: MS Office, Micros, Opera
- P&L Analysis
- Budgeting, forecasting, planning & cost-control
- Food Safety & PIC level 3
- HACCP New Restaurant Opening
- Hiring
- Openings and setup new outlets

Key Professional Expertise

Developing and implementing strategies for turn around and growth
 Developing creative and holistic solutions to problem solving
 Sound strategic and commercial judgment
 Strong analytical acumen and logical processes
 Leading and developing a collaborative team environment
 Coaching and mentoring

Future Business Goals

Want to continue to be a part of a leading hotel group that champions the guests as its business drivers and has the customer as a focus of everything it does.

About My Journey So Far



F&B Manager – Sales & Operation | Arabian Courtyard Hotel & Spa (June 2016 – Present)

Consistently managing the day to operation and creating a memorable experience for our guest. Direct report includes Restaurant Managers and Outlets In charge.

Recruit, manage, train and develop the F&B team.

Successful opening two new outlets (Cross Cultural Café & Bistro and La Terrasse Shisha Lounge).

Work within budgeted guidelines in relation to Food, Beverage Costs and Payroll.

Set departmental targets and objectives, work schedules, budgets, Marketing plan, policies and procedures. Develop and revise SOP's, Develop menus with other members of F&B team and Executive Chef.

Visit DMC & TA to secure group meals business and aligned with event companies to bring events to improve annual F&B revenue.

Assistant Food & Beverage Manager | Ramee Royal Hotel (June 2014 – April 2016)

Achievements and Experiences:

Responsible for managing F & B and banqueting out door catering with a team of 97 associates, main responsibilities are to ensure that the highest standards of food and beverage service within the Restaurant, Bar, Room Service and Outdoor catering.

Direct reportees include Restaurant Manager and Outlets In charge.

To co-ordinate with the Executive chef for menu planning and for new marketing and promotions ideas.

Implemented creative brunches for Fridays, which helped to boost the revenue for the underperforming serving period of outlet. Reduced the labor costs considerably by 7% without affecting the service levels.

Outlet Manager | Sheraton Hotel and Tower (Sep 2012 - May 2014)

Achievements and Experiences:

Spearheading a team comprising of 18 associates involved in ADD and IRD, Launch American, Asian and Indian theme nights.

Assistant Restaurant Manager (pre-opening team) | Sofitel Bahrain Zalaq Thalassa Sea & Spa – Accor, Manama, Bahrain (Dec 2010 – Jul 2012)

Achievements and Experiences:

Working as a preopening team, set up all day dining and in room dining outlets along with team.

Accountable for handling general operations and management functions of In room Dining and All Day Dining Restaurant, having a team comprising of 29 members.

Assistant Restaurant Manager Olhuveli Beach & Spa Resort, Maldives (Dec 2009 – Nov 2010)

Achievements and Experiences:

Unique experience of Island life and came to know about many excursion trip, water sports, Private sand dune and honeymooners romantic dinner.

Restaurant Supervisor (pre-opening team) | Sezzam ,Kempinski Hotel, Dubai (Jan 2007 – Oct2009)

Achievements and Experiences:

Handled several activities of the organization such as pre-opening functions, finalization of restaurant layouts, restaurant concepts, manpower planning, procurement of FF&E and recruitment among others.

Took stringent measures and set high benchmarks on standard of food preparation and presentation. Worked extensively with the team table layout, payroll update, stock control and staff training and management functions.

Administered a team comprising of 32 staff members who were actively involved in cross selling a mix of Asian, Italian and continental food.

Restaurants Captain (preopening Team) | Golden Tulip Spring & Spa Hotel (Jan 2006-Jan2007)

Achievements and Experiences:

Worked as preopening team member and involved in set of ADD, IRD, Bar, Coffee shop and Banquet.

Initially responsible for all ADD, IRD and coffee shop

Actively involved in the training and briefing of the team to maintain the standards on the day-to-day basis

Other Assignments

Restaurant Captain Europa Lounge (PVR) - Metropolitan Mall Gurgaon (Aug 2003-Nov 2005)

Management Trainee – Best Western Hotel and Resort, Dehradun (Mar 2001 – Feb 2003)

Pre – Opening Experiences

- Golden Tulip Hotel & Spa Ras Al Khaimah, UAE
- Kempinski Hotel, Mall of Emirates, Dubai
- Sofitel Luxury Hotels, Bahrain